MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BDB1014 – DIGITAL MEDIA IN BUSINESS

(All sections / Groups)

15 OCTOBER 2019
2.30p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages including the cover page with FIVE (5) Questions ONLY.
2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

You are a marketing director for a small telecommunications company. You are considering using multimedia to market your company's product. Put together an outline detailing the benefits and drawbacks of using a CD-ROM presentation, a multimedia web site, or a television advertisement. Justify your answer with relevant reasons.

(20 Marks)

QUESTION 2

Explain the FIVE (5) different types of multimedia components. Next, describe five hypothetical projects, one that might be appropriate for each of the five components outlined. For each of these projects, comment on why the project is best suited to that component. (20 Marks)

QUESTION 3

Multimedia is shifting from being localized (contained on a CD-ROM) to being distributed (available on the World Wide Web). What are some of the implications of this? Who will have access to the presentation? How will you keep it secure? How will you distribute it? (20 Marks)

QUESTION 4

a) Briefly discuss the history and future of multimedia. (10 Marks)
b) How might multimedia be used to improve the lives of its users? (10 Marks)

QUESTION 5

a) Discuss the implications of using audio in a production, focusing on the purpose of the audio, how to manage audio files, and copyright issues. (10 Marks)
b) Discuss how the computer monitor image differs from a television image. List the limitations in creating images on the computer destined for a television screen. (10 Marks)

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